



# FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

SEPTEMBER 1993

## BLENHEIM'S NEW YORK SHOWCASE

**T**his month sees the debut of two fashion trade shows in the U.S.: New York Premier Collections opening Sept. 19-21 at the Javits Convention Center in Manhattan, and The International Jeanswear Show opening Sept. 11-13 at the Miami Beach Convention Center. Both are under the auspices of the Blenheim Group, a British multi-national company established 12 years ago. The world's largest trade show organizer, Blenheim is responsible for mounting 275 shows and conferences globally each year for such diverse industries and market sectors as information technology, franchise opportunities, and the medical field, et al. Until now, the only fashion industry trade shows organized

by Blenheim were the Bobbin show in Atlanta, La Mode Enfantine in Paris, and The Premier Collections in the UK. Marshall Lester, Blenheim's Chief Executive, Apparel Division, spoke with FI's Bridget Biggane about his company's increasing interest in the U.S. and the details concerning these new shows.

### PART I - PREMIER COLLECTIONS

"We have identified the U.S. as a major area for expansion. We're interested in apparel worldwide, but in the United States in particular, and feel that there's a lot of opportunity for clothing trade shows in America. There are trade shows out there but they're not, in our opinion, serving the buyers in the way they could — there's tremendous room for improvement. I think the womenswear industry in

America has never had a show on the scale or the scope of the Paris Pret-A-Porter... and that's what we intend to do with New York Premier Collections — have an upscale women's show that's really a gathering place for European and American companies to get together to do business. This would be a showcase for Europeans to come into the American market and for American companies, not only to get more exposure in the American market, but also... we want to make it a platform for them to showcase their products to the world. ...New York actually doesn't have a fashion center at the moment for foreign buyers to come and talk about American fashion. When overseas buyers come here, they don't know where to go... how to shop the market. They get lost and overwhelmed in the Garment Center. So by having this

continued on page 2

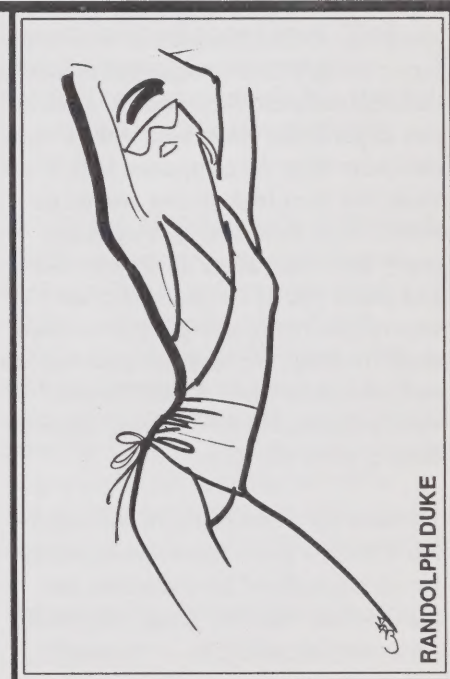
## SEASCAPES

**W**hen it comes to swimwear, designers are targeting every consumer, from the serious swimmer to the glamour girl who wouldn't think of getting her suit wet. Some of the sportswear trends that segue into the swimwear market are textures, layered looks, pattern on pattern, retro looks, and environmentally correct neutral colors.

Velvets, crochets, and lacy looks are hot. At GOTTEX, sophisticated earth tones of sand, natural and green inspire their "Desert Chic" crochet tank. As part of this group, there's a smashing open

crochet slinky long tank that's fully lined and slit on one side. "Iguana" plays up a sexy high neck black maillot with sheer insets at the neckline and midriff. The surprise is in the brown reptile sequin stripes that contrast nicely against the sheer. At RANDOLPH DUKE, a simple sleeveless tank is placed over a mesh T-top and bikini in a witty 3-piece swimsuit that combines function with fashion. Crochets are everywhere! At TANGO ROSE, crochet appears in a red triangle bikini, at BACKFLIP, in a black or white crochet "hook-n-eye" tank with separate solid bra for a clever layered effect.

continued on page 2





showcase they can come in and shop the market in a day or two.

We've come to an arrangement with the CFDA. We're going to have a CFDA Village at the show, where only CFDA member companies can show in that area, like the "villages" in the Pret-A-Porter. Our approach to decorating the Javits Center... creating an ambiance, will be different to anything you've seen before. We want to create an atmosphere so that when buyers come into the main body of the show, they are at one with the whole harmony of the show. I think the Javits Center is one of the most dynamic buildings that exists. It's a far nicer convention center than the Porte de Versailles in Paris or the fairgrounds in Milan. It's just that nobody's treated it properly, nor paid much attention to details. We try to give added value by putting business centers and press centers on the floor and by providing more services for the exhibitors and the buyers.

At the first Premier Collection, we'll probably have around 175-200 exhibitors. Hopefully that will grow to approximately a thousand in about two years time. As the show becomes bigger, we'll start moving to product sectors or categories. This doesn't really work in a launch show because we're very concerned about keeping the launch small: Quality is more important than quantity. We want a quality show. But as the show expands, it's logical to make product groupings so that a lingerie or swimwear buyer doesn't have to wade through three different halls and thousands of exhibitors to get to the 'swimwear village' that may have 40 or 50 companies in it. I think that most trade shows around the world, in all sectors not just clothing, really don't care about the buyers. We feel that if you don't take care of the buyers, you're not going to have a trade show for long! We've developed ways to make the show better for the buyers, more pleasant and efficient and easier for them to work the show.

We have our own criteria of suitability too. Unless a line is known to us, we ask for photographs of the collection, the price points, who they hang with, what stores they're selling to — we usually

check (the latter) in New York... We actually go out and look at the merchandise ourselves, call up buyers and people in the trade to find out the suitability for inclusion. ...For the first Premier Collections show we'll probably have 40% American to 60% European companies exhibiting. We expect the proportion to change as the show matures. I think that eventually we'd like to see 60% American and 40% European.

We've also had discussions with a couple of outside sponsors regarding a fashion show during Premier Collections, and I think that by the time the second show comes around, we'll be able to mount such a show. In terms of a mailing list for invitations to the Premier Collections, we have our own enormous database. In addition to that, we've done a rather innovative "Show Guide" with Women's Wear Daily. They will be producing the official show guide, which is something they've never done before with a trade show. It's a landmark for Fairchild! It

will be ready approximately two weeks before the show and will go to their entire retailer database worldwide, and also inside WWD in a special format. Normally you get a show guide (program) as you walk through the door. I want our show guide to be a tool that people can actually use... that buyers use to plan appointments by phone or fax... to really plan the show in advance, so that exhibitors don't just stand around for three days hoping people show up. This is part of making it all more than just the standard trade show experience... that added value we're trying to provide."

## NEXT MONTH BLENHEIM PART II INTERNATIONAL JEANSWEAR

"SEASCAPES" continued from page 1

Perfect for the junior customer is B.U.M. EQUIPMENT's natural crochet padded triangle bikini with daisy trim — adorable coordinated with a matching scoop neck tank dress. Texture is also prominent in MICHAEL KORS' clean sophisticated collection. Best bets include his ribbed swim dress and high neck tank (both in red, white or black), a halter neck sheath-front suit in black crochet, and a black velvet surplice suit with narrow gold piping. Gold lame pull-on palazzos and a big shirt will take these suits out to dinner and dancing. Some of the best looking swimsuits are fashioned in velvet. At VIEWPOINT BY GOTTEX, there are black "Velvet Touch" (Micromatique with tricot) bikinis and high neck tanks, plus a short cotton/velvet interlock dress with short sleeves and scoop neck.

Everything old is new again. Designers are rethinking the boyleg and "girl leg" suits of the past, along with sheaths and skirted suits, and making them attractive to a new generation. AUSTRAL belts the waist of a black/heather gray striped Supplex boyleg tank for a sleek '20s

continued on page 3



SAUVAGE



"SEASCAPES" continued from page 2

look. At BEACH BAY, the '40s are evoked in a floral print halter swim romper with underwire bra. In a soft tropical floral, they show a pretty foil trimmed V-neck, girl leg maillot. RITCHIE SWIMWEAR offers a variety of sexy boyleg suits in hot florals and glitter abstract prints, as well as solids in one and two-piece styles. SAUVAGE combines the old with the new in an underwire black/white polka dot bikini that's meant to be worn under matching belted boyleg hot pants. DKNY adds a star print to a navy and white cotton sheath, and RANDOLPH DUKE lets the customer decide how much exposure she wants with a drawstring skirted surplice maillot. CALVIN KLEIN opts for organic shades in a 2-piece skirted suit with high neck and crisscross back straps. In cypress or aubergine cotton/Lycra, he shows a classic boyleg tank. His elegant black sheath front suit has an ivory midriff. Classic, spare matte jersey cover-ups include a swingy long tank dress, a wrap skirt, and easy palazzos — all in black or white. The soft cup skirted suit in a white/gold nautical print is outstanding at TRULO. Their navy/white/gold "Venice" range features a glamorous pull-on long sheer navy skirt with printed waistband. This slides over a hard cup, retro-inspired Shirred suit in the same print.

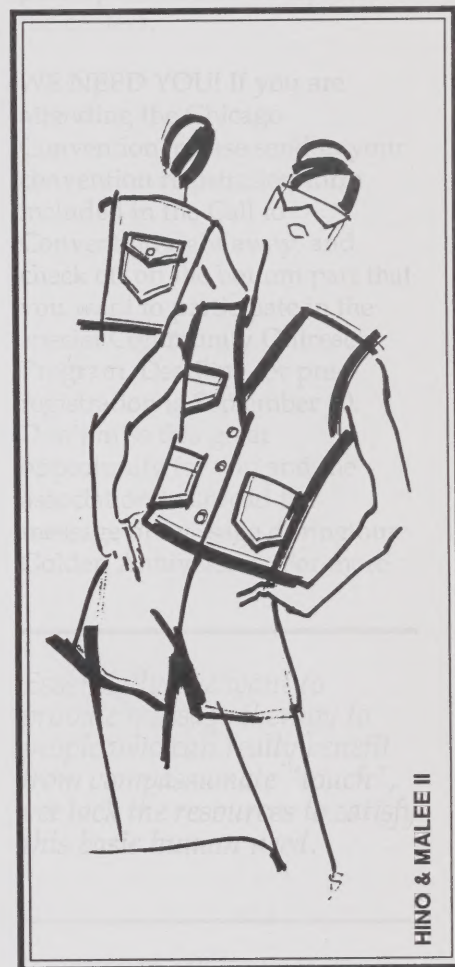
The bustline is emphasized this season in a variety of ways — some subtle, some not. Among the top choices are TWINS' deco striped V-pant 2-piece with padded bra, their paisley foil print bikini with padded triangle top, and the push-up bikini in bright coral, poppy, or neon pink. Subtle shaping is achieved in ISOTONER's sea green halter neck maillot with unique molded bust area. Another beauty is their black tank with contrast white seaming under the bust. GOTTEX emphasizes the bust with a padded underwire tank maillot in cappuccino, then adds natural beading embellishment. There's a great minidress with drop waist and lattice back, detailed with wooden rings, that accompanies this group. OCEAN PACIFIC offers a variety of underwire treatments, removable padded bras, and tri-wire bra styles for the junior customer. Fun and preppy is PIERRE CARDIN's 2-piece halter, push-

continued on page 4

# THOROUGHLY MODERN

The best way to describe the Resort '94 season is modern. No Edwardian influence or Victorian embellishments appear, as the collections pare down to the minimum. There's hardly a ruffle or pleat, just clean shapes that are loose and fluid. Color equally tones down. Neutrals predominate in varying shades of beige, sand, tan, and ivory. Black and white offer an alternative to the neutrals, and are frequently shown in a layering of textures. When color does appear it's generally in darkened navy and other shades of blue. Fabrics are sheer, fluid and often rough. Crinkled wool gauze becomes popular, as well as sandwashed silks and laundered linens — the textural interest and layering, along with the monochromatic coloring, gives these fabrics a very substantial look.

Out of London, but represented here by Markham/Novell, FLYTE OSTELL seems to be epitomizing this new minimalism. A linen gauze dress slides



over a spiral silk slip, topped off by a rayon tee; a washed silk organza jacket hangs to mid-calf. Fabrics are luxurious, yet rugged, and everything works together, in coordinating colors of rice, natural, sand, indigo and black. Their clothes also travel well; even when bunched up in an overnight bag, they unpack looking ready for an elegant evening out.

At HINO & MALEE, washed Irish linen makes up boxy tops and wide-legged bottoms. Colors here are white, periwinkle, and midnight navy. Fringe detailing trims tops and dresses; while walking shorts and wide cropped pants look good under cardigans and pullovers. HINO & MALEE II offers natural denim with a soft brushed feeling in 100% cotton. Wooden buttons add detail and accentuate the natural colors of the group.

A touch of the '70s influences a very

continued on page 4



"MODERN" continued from page 3

modern collection by TRACY REESE FOR MAGASCHONI. Two oversized, multicolored striped knit pieces, one cropped and one long, work into all of the groups, giving them a thrown together, comfortable appeal. "Spun silk" in deep navy, raisin and vanilla makes up long dresses, V-neck tanks, and pull-on pants. Matte pique and a printed georgette group, in similar colors, provide additional interest.

EVA CHUN uses mostly silk for her collection. A double silk georgette group features wrap-front styling in tunics, dresses, jumpsuits, and pants. Also big shirts and camisoles slip easily over pull-on palazzo pants and shorts. Colors here are taupe, blush, black, and white.

RANDOLPH DUKE launches his new Resort collection under the auspices of CMT Enterprises. In an extensive line, Duke shows a little bit of everything, from mandarin tunics to military jackets. His breeziest group is in black viscose gauze. Tie-front jackets, dresses, and vests top matching bottoms or pair with leggings or tap pants, in black Lycra and leather from other groups.

Silk matte jersey makes up tunics, pants and dresses at TOM AND LINDA PLATT. In white, black, navy, and sand, many of the pieces combine with embroidered lace jersey for textural interest. At PAMELA DENNIS, a subtly studded georgette camisole provides texture when worn with a 4-ply silk asymmetrical jacket and silk charmeuse drawstring pajama pant.

EILEEN FISHER has long favored loose fitting, easy styling. Fabrics for Resort are luxurious, wearable, and washable — washed raw silk, laundered linen, sandwashed silk pique, laundered linen/silk crepe, and laundered linen/ rayon. Long, sleeveless dresses become open vests, while a long sleeved coatdress, in washed raw silk, doubles as a lightweight duster. Colors here are pebble, seaweed, mauve, and natural.

## INTERNATIONAL DATELINE

SEPT. 18-21 ATLANTA  
MEN'S & BOYS' MARKET

SEPT. 18-21 DALLAS  
MEN'S & BOYS' MARKET

SEPT. 19-21 NEW YORK  
NEW YORK PREMIER COLLECTIONS

SEPT. 21-23 NEW YORK  
INPRINTS  
(Textile Print Designs)

SEPT. 21-24 COMO, ITALY  
IDEABELLA (Fabric/Menswear)

SEPT. 23-25 LISBON  
PORTUGUESE OFFER  
(Fabrics)

SEPT. 23-26 MADRID  
SALON CIBELES  
(Women's Designer Collections)

SEPT. 25-27 FLORENCE  
PRATO EXPO (Textiles, Woolens)

SEPT. 26-29 NEW YORK  
CANADA MODE(Canadian Spring  
Collections)

SEPT. 27-29 NEW YORK  
SHOWROOM (Women's Spring)

SEPT. 27-29 NEW YORK  
FASHION COTERIE (Women's  
Spring)

OCT. 1-4 PARIS  
PREMIERE VISION

"SEASCAPES" continued from page 3

up bra bikini in navy or green with tie trim. In a gorgeous zodiac print, CARDIN offers a 2-piece suit with a continuous underwire push-up bra. It's available in peach, gold, or blue with foil trim.

Cover-ups look better than ever this season, with more RTW looks crossing over into the swimwear markets. Highlights include: RANDOLPH DUKE's big shirt in cotton awning stripes, OCEAN PACIFIC's patchwork plaid sexy minidress, and HARLEY DAVIDSON's chenille tie top and wrap skirt, as well as their striped racer back cotton/Lycra tank dress.

## EDITOR'S NOTES

"Versailles 1973: American Fashion on the World Stage" debuts at the Costume Institute of The Metropolitan Museum of Art in New York. The exhibition recreates the November 1973 American fashion show at the Palace of Versailles. The exhibition, not only represents this "watershed" event in fashion history involving designers Bill Blass, Stephen Burrows, Halston, Anne Klein, and Oscar de la Renta, it considers American fashion before and after the event using four principle themes: pragmatism, sportswear, movies and media, and melting pot cultural syncretism. (On view from 9/10-11/28. Contact: 212-570-3951).

"Reel to Real: The Hollywood Designer After Film," a new exhibition on view at the Columbus Museum of Art (Columbus, Ohio), features 100 garments and accessories by more than 25 Hollywood designers. The exhibition demonstrates the impact Hollywood designers had on the garment industry, presenting an historic overview of 60 years of fashion by such designers as Adrian, Irene, Edith Head et al. (On view from 9/12/93-1/2/94. Contact: 614-221-6801).

Publisher:	Ruth Finley (FASHION CALENDAR/ INTERNATIONAL)
Editor:	Deborah Brumfield
Associate Editor:	Maria Carzis Boyes
Copy Editor:	Elizabeth Garcia
Contributors:	Bridget Biggane, NY Debby de Montfort, NY Lee Slaughter, NY/PARIS Debby de Montfort
Illustrations:	
Graphic Consultant:	S & W Graphics Ltd.
Print & Production:	PIP PRINTING, Stamford, CT Bill White

1 Year Subscription \$100  
Outside USA \$110

153 East 87th Street, NY, NY 10128  
(212) 289-0420

VOL. XXI, NO. 8  
COPYRIGHT 1993  
FASHION INTERNATIONAL